

## Kodak Heads for Photokina

International focal point for the photographic trade the week of Sept. 27 will be Photokina in Cologne, Germany.

Kodak will have an array of product displays and demonstrations at the biennial exhibit, which attracts photo dealers, professional photographers, finishers, motion picture film producers and users of audiovisuals.

Kodak Vericolor II professional film, being introduced internationally at Photokina, will highlight the professional section of the Kodak exhibit. A print display of 40 portraits taken on the new color negative film by 33 leading photographers and studios of Europe, Asia and South America will demonstrate its qualities. It's scheduled to become available in late 1974 in the U.S. and early 1975 internationally.

Vericolor II professional film, type S, intended primarily for portrait work, has an exposure index of ASA 100 (DIN 21) and is designed for use without filters with daylight, electronic flash or blue flashbulbs.

Vericolor II professional film, type L, suitable for commercial photography applications, is balanced for 3200 K illumination and designed for use in an exposure range from 1/50 second to 60 seconds. Both types can be processed interchangeably with Kodacolor II films in any setup using process C-41 chemicals.

The improved grain and resolution characteristics of the film are significant—8 x 10-inch prints made from 35mm negatives shot on the new film will approximate the quality of 3½ x 5-inch prints exposed with earlier films.

The photofinishing section will feature the highly automated Kodak 2610 color printer, which will be supported by a computer analysis promotion. In two private booths, prospective customers will be able to feed their particular business data into a terminal linked to a computer in the U.S.—in Cleveland, Ohio—via satellite. Capable of handling three languages and 16 currencies, the computer will tell each customer if it is economical for him to acquire one of these new printers.

Photo dealers and those concerned with audiovisuals will view the new Kodak Ektasound and Kodak XL movie cameras as well as Kodak pocket Instamatic cameras, Kodak Carousel and pocket Carousel projectors, Kodak pocket Retinamat projectors, and Kodak Ektasound and Kodak Moviedeck projectors. Live demonstrations of the Kodak Supermatic 200 sound camera, the Kodak Supermatic 8 processor and Kodak Supermatic sound projectors are expected to be a big attraction for those in the field of audiovisuals, TV and motion pictures. A special area is reserved for the display and demonstration.

The new Kodachrome 25 and 64 films also will be featured. As in previous years, conference tables in the international section of the Kodak exhibit will be assigned to countries of the IPD regions. Two tables are being reserved for photo dealers from the U.S. and are being staffed by Rochester personnel.

Kodak also will have two exhibits in the cultural displays which will be presented at Cologne's art gallery to coincide with Photokina.

The original Kodak camera of 1888 produced round pictures, and there is a collection of enlargements made from those negatives. Color enlargements of the winners of the German section of the Kodak-Air France International Slide Competition also may be viewed.

Klaus Harbig, exhibit coordinator for Kodak A.G., is responsible for the Kodak stand in general, and Rolf Fricke, coordinator for fairs and exhibits in IPD Advertising and Customer Services, is responsible for international coordination.

## Ektasound 160 Movie Camera Is New

A new Kodak Ektasound 160 movie camera designed for easy one-step automatic sound movies with lip synchronization has been announced by EK.

It features a fast f/1.2 Ektar 9-21 mm power and manual zoom lens plus a coupled, superimposed-image rangefinder for accurate focusing. The lens barrel is calibrated in feet and meters and has zone-focusing symbols to aid rapid focus determination.

The power zoom control allows scene composition while filming. The manual control is used when the camera is not running.

The camera also has a 230-degree shutter and double-vane exposure control. A built-in amplifier with automatic gain control allows the camera to adjust for the existing sound level.

A red modulating sound-recording indicator appears in the viewfinder when proper conditions exist for sound filming. Low-light and end-of-film signals also appear in the viewfinder.

The Kodak Ektasound 160 movie camera, styled in black with metal accents and wood-grain finish, accepts either sound or silent super 8 film. A manual filter switch allows adjustment for illumination when using type A color films.



This new Kodak Ektasound 160 movie camera has power zoom lens and coupled rangefinder for increased operating ease. It is designed for one-step automatic sound movies with lip synchronization and weighs less than four pounds with microphone and batteries.

**Photo Products Are Best Bet at Track**—Each year, Australians legally bet more than two billion dollars on horse races alone—nearly twice what the nation spends on defense.

Kodak products help control the staggering volume of legal bets at places like Tattersall's in Melbourne, a private company under government supervision that sells horse race sweep tickets and bingo-like Tattslootto coupons.

Thousands of feet of Recordak microfilm are used. Two Recordak Prostar film processors and three Recordak 310-A film readers, as well as a Recordak Motormatic reader/printer, are also at work in the Tattersall's microfilm operation.

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## Biennial International Auditors' Conference Held in Rochester

Participants at the 1974 biennial Kodak International Auditors' Conference discuss a point made during a tape of a simulated auditor-client meeting that is being shown on the two video monitors. Dick Eicher, Corporate Auditing, EK, a conference cochairman, standing at center, leads the discussion. Seated around the table, from left, are Robert Becker, Kodak Park; Arturo Milan, Kodak Industrial, Mexico; David Campos, Kodak Mexicana; Claude Parent, Kodak-Pathe, France; Carlos Coppoli, Kodak Argentina; Anita Calarco, then of Corporate Auditing, Carol Howell, Texas Eastman; Jeff Ridley, Kodak Ltd., England, and Lee Cleek, Tennessee

see Eastman. Seated at rear are, from left, Perry Chasson, Kodak Canada; Hugh Compton, Corporate auditor stationed in London, and Dr. Horst Ifflander, Kodak A.G., Germany. Walter A. Fallon, EK president, opened the recent conference, held at the Marketing Education Center—Riverwood near Rochester, with an address on the role of the Audit Committee. Subsequent topics during the three-day conference included auditor-client relationships, the latest trends and procedures in the auditing field and common problems. Kelly Blackburn, Corporate Auditing, also served as conference cochairman.

## 40th Salon Adds Small Print Category To Attract Novice Photographers

Seasoned photographer or enthusiastic novice—you are invited to enter your best efforts in the 40th Kodak International Salon of Photography.

It's being hosted in Rochester, and the salon committee is seeking participation by Kodakers, active and retired, the world over, reports Conrad Houle, Research Laboratories member, who is general chairman.

This especially will be the year for beginners, he points out.

The novice classification in most sections remains, but as further encouragement to those who have never entered a KIS, a brand new small-print category has been instituted.

Stereo fans will welcome the return of the stereo slides section.

Other categories are pictorial monochrome prints, pictorial color prints, nature monochrome and color prints, pictorial color transparencies, nature color transparencies and movies.

The previous special effects sections have been deleted. Such slides and prints now are acceptable in the regular slide and print sections.

The new small print category is an experiment to attract photographers who do little or no printing as well as those who are not confident that their prints could ever compete successfully for a prize, according to Conrad.

This small print section is only for Kodakers who have never entered a Kodak International Salon. "You need not make your own prints," stresses Conrad, "but it is permissible. Only 5 x 5-inch and 5 x 7-inch color and black-and-white prints are eligible. A major award, silver medal, two bronze medals, certificates of merit and acceptance cards await the winning prints."

Entry forms now are en route to Kodak companies throughout the world. Would-be entrants at Kodak Ltd., England, may obtain forms from Derek Liley, Public Relations, Hemel Hempstead. Jean Lamouret, Audiovisual Dept., Kodak-Pathe, France; Gerd Mayer of Kodak A.G., Germany, and Peter Hunter of Kodak Australasia also can supply the forms. Other would-be entrants who are unable to locate the entry blanks by Oct. 15 should airmail a request to Donald Specht, Research Laboratories, Kodak Park, Eastman Kodak Company, Rochester, New York 14650.

The forms include all details on submitting entries and on eligibil-



Conrad Houle, left, general chairman of the 40th Kodak International Salon, joins Dave Winter, print and art chairman, in looking over the entry form and publicity poster for the salon. Since it's being hosted in the U.S., Lou Lanzi of Audio-Visual Services, KO, designed a motif incorporating the American Indian and eagle.

ity for awards in the novice and expert classifications.

Twenty-nine major awards will be presented, as well as silver and bronze medals, geographic medals and certificates of merit. The top award, the George Eastman Memorial Gold Medal, will be given for the best picture chosen from those winning the major awards which are specially designated in the entry form.

It's not too early to start selecting your best pictures—or to shoot some new ones, suggests Conrad.

Prints, transparencies and movies—with entry forms—must reach Kodak in Rochester by Jan. 6, 1975. Judging is scheduled for Jan. 18.

For some winners of Geographic Medals in the 39th Kodak International Salon, hosted by Kodak Australasia, turn to page three.

## Sales Up in First Half of 1974; Earnings Moderately Lower

Eastman Kodak Company has reported increased sales for both the second quarter and first half. Earnings were moderately lower when compared with the strong first half of 1973, reflecting the pressures of higher costs and expenses and an unfavorable turnaround in the impact of foreign currency translation adjustments.

Consolidated sales worldwide for the second quarter (12 weeks ended June 16) were \$1,030,677,000 or 14 percent above the \$906,707,000 reported for last year. Net earnings were \$143,545,000 or 7 percent lower than the \$154,270,000 earned in the second quarter of 1973.

Sales for the half year (24 weeks) were \$1,965,754,000 or 15 percent higher than in 1973. Net earnings of \$267,880,000 were 3 percent lower than the \$277,034,000 earned in the first half of 1973.

Commenting on the results, Gerald B. Zornow, chairman, and Walter A. Fallon, president and chief executive officer, said, in a joint statement: "The same factors that restrained earnings in the first quarter—rising costs of purchased materials and services, generally higher wages, salaries and benefits, and an increased level of expenditures for product development programs—continued during the second quarter while the full effect of price increases had not yet been realized.

"In addition to the effects of an inflationary economic climate generally throughout the world, earnings were adversely affected by the net effect of exchange gains and losses and adjustments resulting from the translation of foreign currencies which reduced net earnings by about \$3 million for the first half of the year. This is in contrast to a positive influence of \$8 million during the compa-

table period of 1973.

"Sales gains," according to the statement by Zornow and Fallon, "were recorded by all three operating divisions, reflecting in varying degrees the price increases that have been implemented since the latter part of 1973. U.S. and Canadian Photographic Div. sales rose 15 percent for the first half year to \$1,141,744,000. Gains continued for amateur photographic materials and services, while equipment sales declined from the high levels of 1973. Sales of products in the business systems and graphics markets were strong, and there was also growth in the professional and commercial and radiography markets.

"Despite unsettled economic conditions in Europe, units of the International Photographic Div. posted sales gains of 19 percent for a total of \$640,772,000. Consumer products and services, as well as those for professional and commercial, graphics, radiography and business systems markets, advanced well ahead of last year.

"The Eastman Chemicals Div., where major raw material cost increases led to significant selling price adjustments, reported total sales of \$431,981,000 for the first half, a gain of 18 percent over last year. Virtually all product groups shared in this gain.

"We see a continuation of growth in Kodak sales during the seasonally important second half," Zornow and Fallon said. "As for earnings, continuing strong volume and the effect of price increases should tend to offset higher operating costs. We believe the company's performance will be satisfactory in this year of continuing economic adjustments."

## Kodak's Sandra Topples Traditional Role of Indian Women

The women's liberation movement hasn't created much of a stir in India, but Sandra Merchant, public relations and advertising supervisor of Kodak India, is quietly toppling traditional ideas that woman's place is only

in the home. Before she was married last year, Sandra stated she had no intention of ending her career, and she's stuck to her word. She wishes more Indian women would show



Sandra Merchant, at left, talks with a Taj Mahal guard about picture possibilities at the famous site.

such initiative.

Sandra graduated from an affiliate of the University of Bombay with a degree in economics and a minor in statistics. She worked 18 months for an advertising agency in Bombay before coming to Kodak India.

The daughter of a retired news editor of the daily newspaper, the Times of India, Sandra serves as editor of the Kodak India publications, Kodak News and the Motion Picture Bulletin. This is in addition to her responsibility for coordinating advertising for Kodak India.

Motion pictures are the primary market for Kodak India, Sandra explains. India leads the world in movie production, with independent producers alone making more than 400 feature-length films a year, with more than 200 in color. In addition, the Indian government produces more than 200 short documentary films a year.

Sandra's marriage gives an idea of the cultural diversity of the country. While India is predominantly Hindu in religion, she is a Christian and her husband, Ali, an advertising account executive, is a Moslem. They had both the traditional Christian and Moslem wedding services.

Moslem men are allowed to have four wives, but Sandra says she knows of no such case because "all four wives have to be treated equally and nobody could afford that these days." She says she'll be sure her husband can't.

## Job Changes Offer Challenges



Heard Smith Day Cloche Klotz

### In the Latin American Region

Warren T. Heard, production supervisor, Poly/Baryta Dept., Paper Support Div., Paper Manufacturing Organization, Kodak Park, will become general manager, Manufacturing Div., Kodak Brasileira on Dec. 1.

Robert L. Smith, who was administrative manager of the Marketing Div. of Kodak Brasileira, now is manager, Finance and Administration, Kodak Brasileira.

Harry G. Day, formerly assistant manager, Finances, Kodak Industrial, Mexico, has been appointed comptroller of this company.

James A. Twohig, formerly comptroller of Kodak Industrial, has returned to Kodak Rochester and joined the Corporate Systems Development and Services organization.

Donald F. Spieler, general manager of Kodak Venezuela, has assumed the additional responsibilities for the general management of Kodak Colombiana during George King's absence from Colombia. King is attending a 14-week Program for Management Development at Harvard University. It ends Dec. 18.

### In the European Region

Georges Cloche, manager, Manufacturing, Kodak-Pathe, France, commenced an assignment this month as assistant to the general manager, European Region, and will coordinate activities pertaining to sensitized goods.

John M. Henry has completed a developmental assignment in the European Region and resumed his duties as director, Central Distribution Systems and Services, in Rochester.

Richard L. Klotz, circulation manager, Advertising Distribution, Distribution Div., is moving from Rochester to London to become coordinator of the European Estimating and Planning Systems Implementation Team (EPEPSIT) at IPD's European Region offices.

Javier Boter Sans, Professional, Commercial and Industrial



Boter Roach Krotter Schmitt

Markets manager, Kodak Spain, will be in Rochester until next July under IPD's Internship Program. He will be assigned to the Graphic Markets Div. until Jan. 1, then go to the Credit Dept., Treasurer's Div.

R. F. Tredwen has been appointed to the Non-Consumer Markets post in the Public Relations Dept. of Kodak Ltd., England. He succeeds Allen E. Loates who has left the company.

R. A. Stevens has succeeded William J. Lampert as manager, Work Study Services, Camera and Apparatus Manufacturing, Kodak Ltd., England. Lampert has retired.

### In the Asian, African and Middle Eastern Region

Rollin W. Roach, formerly a Financial Planning analyst in the Comptroller's Div. in Rochester, has been appointed operations manager of Kodak Philippines.

Gerald E. Krotter, who has been in Europe as an electronic data processing systems coordinator, now is administrative manager of Kodak East Africa, Kenya.

### In IPD Rochester

Margaret A. Schmitt, formerly purchasing assistant for IPD in Advertising and Customer Services, now is buyer for IPD, Advertising and Customer Services.

## International Picnic Scores

The summer picnic of IPD in Rochester again was a rousing success featuring baseball, supper and fun. Of the 250 who attended, 75 were visitors from other countries who happened to be in Rochester for business talks and training. Some of them provided an added event to the picnic. Technical sales representatives and supervisors who had come from the Asian, African and Middle Eastern Region for graphic arts training presented Bob Sandholzer and his bride-to-be, Ann Clark, with a clock. Bob, coordinator, regional sales development, for Graphics Markets, AA&ME Region, and Ann were married July 26. From left are Andy Chow of Kodak Taiwan; Terry Hill of Kodak South Africa; Y. Kaneda of Nagase & Co., Japan; Sunny Bud, Kodak Hong Kong; Sandholzer; Dick Yeoman, Kodak South Africa; Ann; Luis Rodriguez, Kodak Philippines; M. Kawauchi, also of Nagase & Co., and Andrew Tan of Kodak in Singapore.



## Frank Diebold, an 'Old China Hand,' Dies in U.S.; He Saved a Fortune for Company

Frank R. Diebold, one of the "old China hands" who was with Kodak in the Far East before and immediately after World War II, died July 29 in Baltimore. Many KOers remember him as "the tall, dapper gentleman with the waxed moustache."

He joined Kodak Shanghai in 1932 after managing the Shanghai office of a U.S. West Coast export house.

Following the outbreak of war in 1937 and the closing of the Yangtze River in 1938, Frank left Shanghai and made his way via Saigon to Kunming in West China.

Starting with Kodak merchandise which had been diverted from delivery in Shanghai, he arranged for its transportation via the French railway from Saigon to Kunming and then sold it for delivery along the Burma Road.

When World War II forced the closing down of Kodak's China operations in 1942, Frank made his way back to Kodak Office in Rochester. There, he took off a money belt he had been wearing and presented the head of international operations with a fortune in \$1,000 bills—the money which he had not been able to send to Kodak from his Kunming office.

Rumor had it that when he could not get the French pomade for waxing his moustache, he found that axle grease, the type used on trucks traveling the Burma Road, was a fine substitute.

With the war over in 1946, Frank left Export Traffic in Rochester to return to Shanghai. A few months later, he transferred to Kodak Malaya in Singapore, and in 1949 came back to Rochester, retiring from Export Sales in 1961.



Cook Pedersen Wescott McCarrick



Clark Korosi Benjamin Tickle

## Aussie Has 40 Years, 10 Mark 25



Heydens Pournault Baker

### 40 Years

J. Albert Cook, coordinator, Professional, Commercial and Industrial Markets, Kodak Australasia, Sept. 1

### 25 Years

Roger Pedersen, stock attendant, Warehouse, Kodak Norge, Sept. 1

Robert F. Wescott, foreman, Carpenter's Shop, Kodak Australasia, Sept. 2

William P. McCarrick, director, Marketing, IPD, Kodak Rochester, Sept. 4

Geoffrey B. Clark, production planner, Supply and Distribution Div., Kodak Australasia, Sept. 5

Matthew Korosi, chemical engineer, Design Administration, Engineering Div., Kodak Australasia, Sept. 6

Philip Benjamin, stockkeeper, Cape Town Branch, Kodak South Africa, Sept. 14

Murray W. Tickle, sales supervisor, Newcastle Branch, Kodak Australasia, Sept. 15

Joseph Heydens, advertising manager, Kodak Belgium, Sept. 19

William D. Pournault, retail salesman, Marketing, Perth Branch, Kodak Australasia, Sept. 19

Harold T. Baker, mail order assistant, Marketing, Sydney Branch, Kodak Australasia, Sept. 25

**Queen Honors Kodaker**—Ralph Holroyd is one of the newest members of the Order of the British Empire.

The 25-year Kodaker, who is office and accounting manager of Kodak Australasia's Sydney Branch, was named on Queen Elizabeth's birthday honors list for his activity with Legacy, a service organization.

Since joining Legacy in 1959, he has organized summer holidays for thousands of city-dwelling boys and girls.

Many weekends have been spent escorting youngsters to and from host families living in the country. On three occasions, he accompanied parties of children to Melbourne by sea and cared for them during rounds of sightseeing, shopping and swimming.

**Editors Learn What's New**—While editors of Mexican newspapers were holding their seventh national congress in Mexico City, 200 participants accepted an invitation to Kodak Mexicana.

Welcomed by Maximiliano Garcia Pena, assistant general manager, the group then met informally with members of Graphic Arts Marketing.

**Paul's Photo Picked**—Paul Gluske, a professional technical sales representative of Kodak A.G., Germany, has a picture in the Photographic Annual of 1974 published by McGraw-Hill Book Co. The picture, entitled "New York," also won the A. K. Chapman Award as a pictorial color transparency in the 38th Kodak International Salon of Photography.

**Beirut Adds a Resident**—It's a boy, Christopher Burke, in Beirut, Lebanon, for Beau and Mary Walker. Beau is sales supervisor for distribution territories of Kodak Near East, Beirut.



Wood Arioli Morrissey

C. H. J. Wood, manager, Technical Operations, Kodak East Africa, Kenya, 47 years

Giuseppe Arioli, file clerk, Customer Service, Kodak Italy, 16 years

Gordon S. Morrissey, cleaner, Kodak Australasia, 13 years

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"Morning Mist," a pictorial transparency, won the Asian Geographic Medal for T. K. Choy, Kodak Hong Kong.



"Debbie," a monochrome portrait, brought the Australasian Geographic Medal to Alan Evans, Kodak New Zealand.



"Crepuscule," a pictorial transparency by Jacqueline Savary of Kodak Switzerland, brought her the European Medal.



"Waiting for Nothing," a monochrome print, merited the South and Central American Medal for Alberto Castro of Kodak Argentina.

## Their Photos Won Geographic Medals in Salon

Geographic Medals are an integral part of the Kodak International Salon each year. Pictured here are IPD winners of these medals in the 39th Kodak International, judged earlier this year at Kodak Australasia.

Despite the fact that photographers compete for the Geographic Medals after major awards and silver and bronze medals have been voted, the quality and beauty

of these pictures much impressed the judges. Geographic Medals are awarded in two sections: pictorial monochrome prints and pictorial transparencies.

The salon committee, which has just announced that the 40th salon will be hosted by Kodak Rochester, urges active and retired IPD members to begin collecting their entries now for early-December shipment to Rochester.



"Downward Steps," a monochrome print by Bhaibul Podaka of Kodak Thailand, netted him the Asian Medal.



"Fascination," a monochrome print by Michel Favre of Kodak-Pathe, France, so fascinated the judges that they voted it the European Medal.



"Paseo de la Reforma," a transparency, brought the South and Central American Medal to Jorge Salmoiraghi of Kodak Argentina.



"Trees," voted an Australasian Medal, is a transparency exposed by Roland Hess, Kodak Australasia.



"Wilderness Trail" won the African Medal in the transparency section for C. J. Morgan, Kodak South Africa. "Timber" (not pictured) won the African Medal for him in the monochrome print section.

## Multi-Media Program on Mexico's Colonial City of Guanajuato Attracts Crowds to Plaza

"Guanajuato a la Vista," a 30-minute multi-media program portraying this beautiful Mexican colonial city, recently drew huge crowds to the city's Plaza of San Fernando.

More than 10,000 persons viewed this newest audiovisual presentation of Kodak Mexicana during the two weeks that Guanajuato was host to the second Cervantes International Festival.

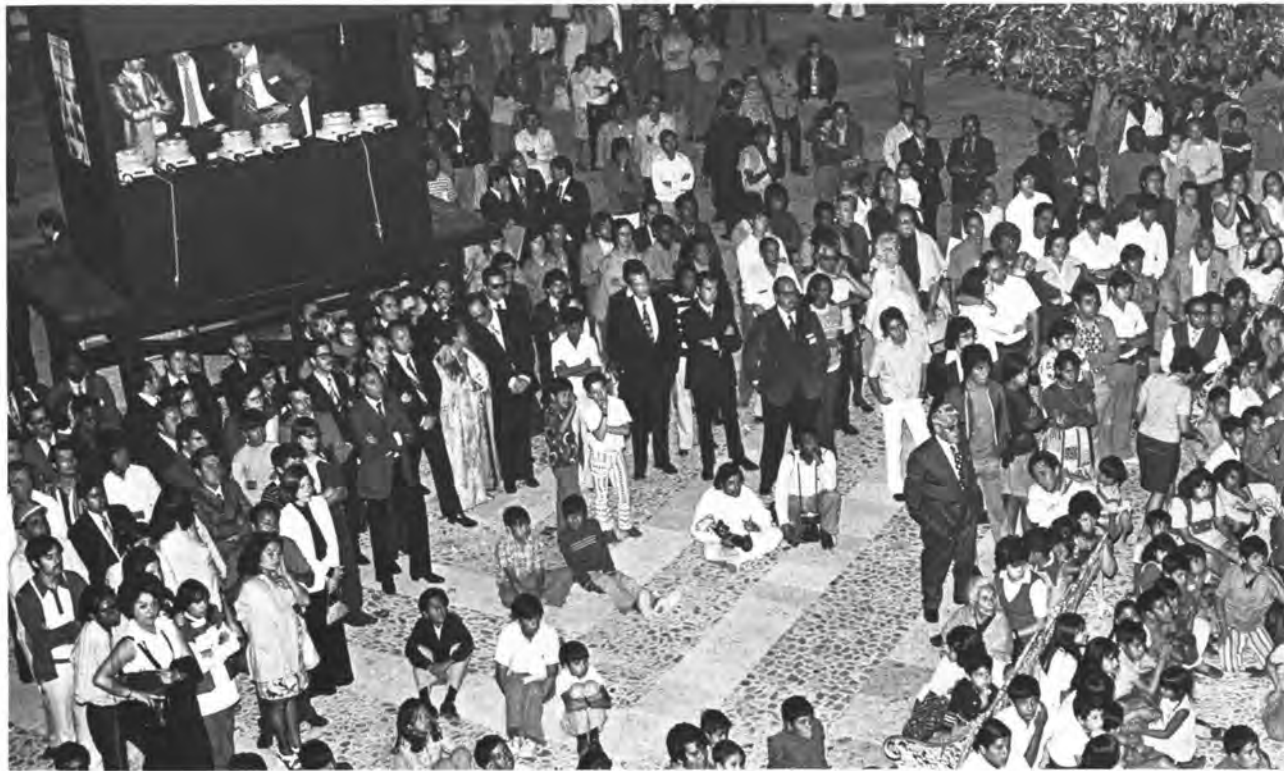
Audiences stood and sat in the plaza during the warm evenings as six Kodak Carousel projectors beamed the pictures to the outdoor screen twice each night.

The State of Guanajuato later awarded Kodak Mexicana a certificate of appreciation for its role in making the festival

a success.

"Guanajuato a la Vista" had been premiered only a few days earlier in Tokyo during a visit of Mexican Tourist Department officials to Japan. "Imperio del Quinto Sol," another Kodak Mexicana program focusing on archaeological wonders of Mexico, also was given in Tokyo.

Roberto Padilla, Kodak Mexicana's director of creative services, and Miguel Torres Orozco, director of audiovisual presentations, accompanied the officials to Tokyo for the showings and also were responsible for the projections in Guanajuato.



The crowd gathers for the first showing of "Guanajuato a la Vista" in the Plaza of San Fernando.

## Workshop Features EDP Training

A three-day workshop in Rochester dealing with electronic data processing and systems training brought together 18 training people from the International Photographic Div.'s three European manufacturing units, the U.S. and Canadian Photographic Div. and the Eastman Chemicals Div.

The workshop produced an exchange of training problems and solutions in this area. In addition, it gave the participants the chance to meet their counterparts and establish contacts for subsequent in-depth discussions of individual training needs and possible solutions.

In the workshop's keynote address, Robert McClelland, director, Company Training for EK, stressed the need to measure efficiency and effectiveness of training.

The Advanced Systems Planning Group of Corporate EDP Coordination and Planning sponsored and hosted the workshop, with Karl Denninger serving as coordinator.



Participants at a Rochester workshop on electronic data processing and systems training discuss a point. From left, are Fritz Bogner, Kodak A.G., Germany; Keith Gwynne, Kodak Ltd., England; Karl Denninger, EK, and Jean-Pierre Blanchard, Kodak-Pathé.

## Pix Replace Words in Communication

"We tend to think visually, and the trend of the future will be for pictures to increasingly take the place of oral and written words in communication."

Bertil Grenstromer expressed these views during a recent visit to Kodak Rochester. A consultant with the Swedish public relations firm of A/B Relinfo, he advises Fotoframjandet, the Swedish photo promotion organization, in planning long-term activities.

His special concern is the use of photography by amateurs and by students in school. Because of this, International Information Services arranged for him to talk with Harold Bibby, Corporate Information's coordinator of contest activities. Harold showed him how contests such as the Kodak International Newspaper Snapshot Awards and the Kodak/Scholastic Photography Awards stimulate interest in picture-taking.

He also spent some time with Jim Sucey, manager, Education Market Services, who explained to him the many ways in which photography is being used in education in the United States today.

Bob Fordyce, coordinator, Youth Services, Consumer Markets Div. Photo Information, explained Kodak's program for the 4-H clubs, boy scouts and youth clubs, and Jack Englert, senior photographic specialist, Program Services, CMD Photo Info., told Grenstromer how Kodak communicates with amateur photographers through presentations in national parks and multi-vision programs in many communities.



Bertil Grenstromer, left, and Jim Sucey discuss programs using audiovisuals in communication.



## CES Group Studies Center

A tour of the Customer Equipment Service Center at Building 601, Kodak Rochester, was a highlight of a 10-day training program for CES supervisors and administrative assistants from Latin America and the Far East. They obtained an overview of its functions and compared its methods of handling administrative details with those they use. In Central Parts Services, Carolyn Burky, right, showed Jaime Botello of Kodak Panama, left, Pedro Reyes of Kodak Mexicana, and Tatsuaki Umezawa of Nagase and Co., Japan, storage and inventory control methods for small parts. In their positions, they do no actual repairing of equipment but some knowledge of the equipment is a benefit. Studying a Recordak Reliant 700 microfilmer which was being reconditioned, from left, Wilson Au of Kodak Hong Kong; Amalia Arango of Kodak Colombiana; David Martinez, regional CES development coordinator, Latin American Region, IPD, who codirected their program; Nydia Cordero of Kodak Caribbean and Vichien Siriwattaprayoon of Kodak Thai-



land. How does one become an administrative assistant? Nydia and Amalia had different answers to this. Nydia joined Kodak Caribbean as a secretary eight years ago, then became a clerk dispatcher in CES and now is an administrative assistant. Amalia, who recently finished college with a major in economics, said that led to her getting the job at Kodak Colombiana.

## Advertising Managers Concentrate on Shopping Cart of Material

Proposed advertising to acquaint photographers with the new Kodachrome films was one of the topics discussed when advertising managers of six Kodak companies gathered in IPD Advertising and Customer Services in Rochester on an informational assignment. They had so much material to review that it traveled to and from their meetings in a shopping cart. From left are Sunny Giam of Kodak Singapore; Pekka Nuru of Kodak Finland; Bill Rumbelow of Kodak South Africa; George Sakatos of Kodak Greece; Willy Schou of Kodak Denmark; Mike Forte, advertising planning specialist, and Rich Diggelmann, coordinator, advertising planning and promotion, Consumer Markets, in Advertising and Customer Services; Leif Aroy of Kodak Norge, and Robert Edgerton, manager, Advertising and Customer Services. Their busy two-week schedule covered all classes of trade.

